



# FREE CONCERTS IN PUBLIC SITES

## Application and Program Guidelines

July through October, 2018

*Deadline: March 16, 2018*

### GENERAL INFORMATION

Since 1968 the Los Angeles County Arts Commission has been sponsoring free concerts at community venues throughout Los Angeles County to provide access to quality music programming representing the diversity of County residents. Each of the five Supervisorial Board Offices of Los Angeles County will provide funds to cover musician's fees for the program at set rates. The Arts Commission will coordinate payments to musicians, while Free Concert Presenters are responsible for communicating all information to the Arts Commission and musicians, coordinating all necessary production logistics, marketing the event, and effectively drawing the audience size as proposed in the application.

### APPLICATION TIMELINE

Application Available Online: February 14, 2018

Application Deadline: March 16, 2018

Concert Dates: July 2018—October 2018

Early submission is strongly recommended, as staff monitor applications and can provide assistance if needed.

### APPLICATION ELIGIBILITY

You can apply for a concert if you represent a

- Park
- Library
- Hospital
- Juvenile Hall
- Probation Camp
- Arts Organization
- Civic Center
- Senior Citizen Center
- Non-profit Performance Venue

Los Angeles City agencies are not eligible to apply for funding through the Los Angeles County Arts Commission. Organizations receive one concert per season.

### INELIGIBLE ORGANIZATIONS AND GROUPS

Chambers of commerce, for-profit, religious, political, and private groups are not eligible. Concerts may not be used for testimonials, proms, mixers, class reunions, commencement exercises, award functions, seminars or workshops, individual instructions or clinic-type performances, at blood donors' clinics, political events (including rallies, parades, meetings, conventions, social functions or celebrations), or sectarian or ecumenical religious services.

Events taking place on school campuses where K-12 students are the primary audience are not eligible for Free Concert funding. School representatives and educators are encouraged to visit the [Los Angeles Arts Education Collective website](#) for vetted arts education programs.

Music groups are not eligible to submit presenter applications, as it is considered a conflict of interest.

## PROGRAM REQUIREMENTS

By submitting a *Free Concerts in Public Sites* application, the organization's contact agrees to the following conditions:

### **Concert Requirements**

Performances must be free and open to the general public. There may not be an admission charge or condition of admittance, including the purchase of food. There may not be donations or fundraising, before, during or after the performance (including raffles). There can be no commercial advantage gained from the performance.

### **Musician Requirements**

All organizations must select musicians/groups from the [Musicians Roster](#). Returning presenters must request a different group than the one selected to perform at last approved concert. Approved concert presenter contacts are directly responsible for all communications and logistical coordination with musicians.

### **Production/Equipment Requirements**

Presenters **must provide sound equipment appropriate for the number of musicians requested, the size of the venue, and anticipated audience**. Some musicians are able to provide a P.A. system and may charge the presenter an additional fee for providing their system. However, many of these systems are not appropriate for large outdoor concerts. ***Your organization is required to prepare to supplement or provide an audio system that will be suitable for your event at your organization's sole cost.*** If your organization is new to the Free Concerts Program, a site visit may be required to assess the needs of the site and appropriateness of the requested band. Site visits will be scheduled and conducted by Arts Commission staff in March and April.

### **Reporting Requirements**

All presenters are required to submit a final report for the concert. Approved concert presenters will be provided with more information about the final report during the notification and contract phases of the program.

### **Acknowledgement of County's Contribution**

The Supervisor of the District in which the approved concert takes place must be credited in all spoken, printed and broadcast publicity. Failure to comply with this requirement will jeopardize future eligibility for this program.

All *Free Concerts in Public Sites* may be visited by a staff member of the Arts Commission to ensure all proposed criteria are met.

## MUSICIANS ROSTER SELECTION

The *Musicians Roster* is a convenient resource for presenter applicants to search and select artists to perform in the *Free Concerts in Public Sites* program. It is accessible from the [Arts Commission's website](#). The roster is categorized by genre and alphabetically by group name, and includes audio clips, a brief description of the group's music style, a photo, contact information, the range of numbers of musicians, and – when applicable – a link to the group's website and social media. **All organizations applying to this program are required to select and notify musicians from the *Musicians Roster*.**

Roster artists are eligible to perform up to 3 concerts per year. This limitation may be waived for certain groups in music genres with limited choices. Returning presenters must request a different group than the one that performed at their last approved concert.

On the *Musicians Roster*, you will see a range of configurations available for various lineups of a given

band. Follow the guidelines below when requesting your group and the requested number of performers:

<u>Number of Audience Members</u>	<u>Number of Musicians</u>
50-150	1-3
150-499	3-5
500 and up	5 and up

When selecting groups, please enter the number of musicians as listed on the Roster and make sure the available range of musicians for your group falls into the recommended size based on your estimated audience size. For example, if you are a library looking for a duo, look at the Roster listing under “Configurations” and make sure they can perform in a configuration of 2. If not, please select another group that can perform as a duo. The Arts Commission will make the final determination of group size approved for each concert.

Exceptions can be made to audience ratio, based on special circumstances and events and underserved communities reached. Any applicants requesting a group whose size exceeds the recommended range for their audience size, and all applicants requesting groups of 7 or more in a lineup are strongly encouraged to make a compelling case for their event in the description section of the application.

## **APPLICATION PROCEDURE, SELECTION and NOTIFICATION**

Funds for concerts are granted by district on a competitive basis. The concert must be the main attraction of the event. Other selection criteria that you should consider while completing the application are:

- Anticipated audience size relative to the number of musicians requested;
- Ability of presenter to provide effective production and marketing support, such as exhibiting a history of successful event producing and audience building; and
- Geographic distribution of concerts throughout Los Angeles County.

### **Application Procedure:**

Each organization must submit a complete online application to be considered for the *2018 Free Concerts in Public Sites* Program. To access the application, please visit the [Free Concerts in Public Sites website](#) for instructions and links to the online application. You will be directed to the Arts Commission online grants system where you will be required to sign up and login. We recommend the following internet browsers when working on the application: Mozilla’s Firefox, Safari and Google Chrome. We strongly recommend submitting your application no later than 5 days prior to the deadline to give yourself ample time to troubleshoot and resolve any problems that you might encounter.

The application must be submitted by **Friday, March 16, 2018 at 11:00pm**. Late, incomplete, mailed or faxed applications will not be accepted.

The application consists of the following sections:

- 1. Applicant/Organizational Information:** General information about your organization including contact information, agency type, and County district. **Municipal/Nonprofits:** Please be specific regarding the name of your organization. If you are part of a particular department within a larger organization, please specify the department that will be presenting and receiving the reimbursement for the concert. If you are under a fiscal receivership with another organization, please include the name of the organization that would receive the funds in the field provided.
- 2. Concert Site and Program Information:** Provide information about your proposed event, including the proposed concert site, date, time, and projected audience. You will also need to attach 2 photographs of the proposed concert site with your application. Photos should show proposed musician performance space/stage and audience seating space in use at a past concert event.

You will also need to provide information that will give background on your concert or concert series, your organization's and staff's experience and background in concert production, details on the proposed program, and planned marketing activities, as well as the person that the music group would report to on the day of the show.

- 3. Musician and Production Information:** Provide information about the proposed concert performance, including the requested music group, and the equipment that will be provided for successful production of the concert (the equipment provided by your organization should be appropriate for the type of music group that is requested). Please see "*Musicians Roster Selection*" below for more information about selecting a music group from the Arts Commission's *Musicians Roster*, an online list of eligible music groups located at <https://www.lacountyarts.org/musicians-roster> .

## Notification:

You will be notified of the status of your application via email approximately 4-8 weeks after the published deadline.

## QUESTIONS

For any questions about this program or application process, please contact our staff at [publicevents@arts.lacounty.gov](mailto:publicevents@arts.lacounty.gov) or (213) 202-3966.